

Message Text

UNCLASSIFIED

PAGE 01 TOKYO 03583 100630Z

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ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W

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FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 7558

UNCLAS TOKYO 3583

E.O. 11652: N/A

TAGS: BTRA, BEXP, JA

SUBJECT: FOREIGN BUYERS PROGRAM: HOLLYWOOD JEWELRY SHOW,
FEBRUARY 1976

1. GROUP OF 303 JAPANESE BUYERS CONSISTING OF JEWELRY RETAIL
SHOP OWNERS AND PRIVATE INDIVIDUALS BOUGHT U.S. DOLS.476,000
IN SPOT SALES AT SUBJECT SHOW. SECOND ORDER OF APPROXIMATELY
U.S. DOLS.500,000 WAS PLACED THIS MONTH FOR TOTAL
U.S. DOLS.976,000.

2. PROJECTED PURCHASES FOR REMAINDER OF YEAR ARE
U.S. DOLS.4,267,000, FOR TOTAL ONE YEAR PURCHASES OF
U.S.DOLS.5,243,000.

3. RETAILERS BELONG TO GROUP CALLED SEVENS CLUB, WHICH IS
SPONSORING BICENTENNIAL AMERICAN JEWELRY PROMOTIONS THROUGHOUT
JAPAN THIS YEAR. ESIMATED RETAIL SALES DURING THIS IN-STORE
SALES CAMPAIGN WILL BE U.S.DOLS.10 MILLION, WHICH IS
5 MILLION OVER 1975 LEVEL.
SHOESMITH

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